

**Development Committee
Advancement Analysis
March 2, 2017**

Campaign Report:

| | |
|----------------------------------|--------------|
| Campaign Gala Total: March 2016 | \$25,421,784 |
| Campaign Total: February 7, 2017 | \$29,211,955 |

Total Gift and Pledge Report:

| | |
|--|-------------|
| 10/1/2016-1/31/2017 Fundraising Activity | \$4,392,975 |
| FYE 2015-2016 Fundraising Activity | \$7,565,225 |

Alumni Records:

| | |
|---|--------|
| Number of Alumni | 45,776 |
| Number of Alumni with mailable addresses | 33,502 |
| Number of Alumni with Alabama addresses | 23,573 |
| Number of Alumni with Tennessee addresses | 3,502 |
| Number of Alumni with Mississippi addresses | 1,596 |

| Alumni Giving Comparison | | | |
|------------------------------------|-------------------------|----------------------|---------------------------|
| University of North Alabama | Alumni of Record | Alumni Donors | Participation Rate |
| 2015-2016 | 33,502 | 1,661 | 4.96% |
| 2014-2015 | 29,074 | 1,369 | 4.71% |
| 2013-2014 | 27,949 | 1,195 | 4.28% |

*Calendar Year Comparison

Unrestricted Gift Report:

| | Total Gift Amount | Number of Donors |
|-----------------------|--------------------------|-------------------------|
| 10/01/2016-01/31/2017 | \$266,128 | 538 |
| FY 2015-2016: | \$315,534 | 1,716 |
| FY 2014-2015: | \$320,161 | 1,631 |

*Excludes pledges and in-kind gifts

*Includes 1830 Annual Fund and Derby Day

President's Cabinet*:

| | Number of Members |
|------|--------------------------|
| 2016 | 101 |
| 2015 | 95 |
| 2014 | 79 |
| 2013 | 66 |

*Calendar Year

02/27/2017

Derby Day Event:

| | Net Income |
|----------------|-------------------|
| Derby Day 2016 | \$66,654 |
| Derby Day 2015 | \$87,677 |
| Derby Day 2014 | \$50,414 |
| Derby Day 2013 | \$40,139 |

